

# **Media Analysis Dossier**

**October, 2018**

**ALPHĀCORP**

## **Overview of PR Initiatives for AlphaCorp – October 2018**

- ✓ Drafted and disseminated the press release on AlphaCorp introduces customizable homes in Karnal in several prominent online portals.
- ✓ Drafted and disseminated the press release on Karnal – Striking destination for investment in online media.
- ✓ Sourced and participated in various industry/trend/policy stories
  - Karnal - An Emerging Realty Hotspot, Mail Today
  - Developers focus on completing projects, Times Property
- ✓ Project profiling in Hindustan Times – Sector 22 GurgaonOne
- ✓ Regular Media Interaction to enhance and boost the positive image of AlphaCorp
- ✓ Implementation of communication strategy as planned.
- ✓ Generated awareness about AlphaCorp to the target audience and leveraged optimum media visibility.
- ✓ Protection of AlphaCorp's interests.
- ✓ An e-update of all clips (Direct/industry related) were tracked, categorized and scanned in JPEG/PDF format and send to the concerned person.
- ✓ Prepared a monthly analysis dossier that is shared, which contains all coverages generated by PR Professionals along with the industry related news, online news graphical analysis and overview of PR initiatives for AlphaCorp along with a folder consisting original Print Clippings.

## **Relationship Building Meetings October 2018**

- ✓ Manvendra Jha, Special Correspondent, PTI
- ✓ Kausar Firdausi, Assistant Editor, Mail Today

## **Event/ Award Opportunity October 2018**

- ✓ Award nomination opportunity - 2nd "The best Real Estate Brand Awards 2018, Asia" presented by International Brand Equity (IBE).
- ✓ Speaker Opportunity - Television series on Republic TV, a leading English language news TV Channel

**Article Placement****Print**

<b>S No.</b>	<b>Activity/Event</b>	<b>Date</b>	<b>Clip Title</b>	<b>Media Name</b>	<b>Page No.</b>	<b>Language</b>
1	Area Specific Story - Karnal	1 <sup>st</sup> October 2018	An Emerging Realty Hotspot	Mail Today	12-13	English
2	Industry Story	13 <sup>th</sup> October 2018	Developers focus on completing projects	The Times of India (Times Property)	05	English
3	Brand Story	27 <sup>th</sup> October 2018	MeerutOne	Mail Today	20	English
4	Brand Story – HT Condo Profile	28 <sup>th</sup> October 2018	A tranquil society amid the noise - GurgaonOne	Hindustan Times	06	English

**Article Placement****Online**

<b>S No.</b>	<b>Activity/Event</b>	<b>Date</b>	<b>Clip Title</b>	<b>Media Name</b>	<b>Links</b>
1	Brand Story	05 <sup>th</sup> October 2018	AlphaCorp introduces customisable homes in Karnal	Magic Bricks	<a href="https://content.magicbricks.com/property-news/industry-buzz/alphacorp-introduces-customizable-homes-in-karnal/102051.html">https://content.magicbricks.com/property-news/industry-buzz/alphacorp-introduces-customizable-homes-in-karnal/102051.html</a>
2	Brand Story	4 <sup>th</sup> October 2018	AlphaCorp introduces customisable homes in Karnal	The Property Times	<a href="http://thepropertytimes.in/alphacorp-introduces-customizable-homes-karnal/">http://thepropertytimes.in/alphacorp-introduces-customizable-homes-karnal/</a>
3	Brand Story	05 <sup>th</sup> October 2018	AlphaCorp introduces customisable homes in Karnal	Realty Myths	<a href="https://www.realtymyths.com/alphacorp-introduces-customizable-homes-in-karnal/">https://www.realtymyths.com/alphacorp-introduces-customizable-homes-in-karnal/</a>
4	Brand Story	05 <sup>th</sup> October 2018	AlphaCorp introduces customisable homes in Karnal	APN News	<a href="https://www.apnnews.com/alphacorp-introduces-customizable-homes-in-karnal/">https://www.apnnews.com/alphacorp-introduces-customizable-homes-in-karnal/</a>
5	Brand Story	05 <sup>th</sup> October 2018	AlphaCorp introduces customisable homes in Karnal	City Air News	<a href="https://www.cityairnews.com/content/alphacorp-introduces-customizable-homes-karnal">https://www.cityairnews.com/content/alphacorp-introduces-customizable-homes-karnal</a>
6	Industry Story	22 <sup>nd</sup> October 2018	Developers focus on completing projects	Magic Bricks	<a href="https://content.magicbricks.com/property-news/delhi-ncr-real-estate-news/developers-focus-on-completing-projects/102309.html">https://content.magicbricks.com/property-news/delhi-ncr-real-estate-news/developers-focus-on-completing-projects/102309.html</a>
7	Industry Story	30 <sup>th</sup> October 2018	Karnal: Striking destination	Realty Plus Magazine	<a href="http://realtyplusmag.com/karnal-striking-destination-for-investment/">http://realtyplusmag.com/karnal-striking-destination-for-investment/</a>

			for investment		
8	Industry Story	30 <sup>th</sup> October 2018	Karnal: Striking destination for investment	Tatkal News	<a href="http://tatkalnews.com/news/177709-.aspx">http://tatkalnews.com/news/177709-.aspx</a>
9	Industry Story	30 <sup>th</sup> October 2018	Karnal: Striking destination for investment	Inventiva	<a href="https://www.inventiva.co.in/2018/10/karnal-striking-destination-for-investment/">https://www.inventiva.co.in/2018/10/karnal-striking-destination-for-investment/</a>
10	Industry Story	30 <sup>th</sup> October 2018	Karnal: Striking destination for investment	City Air News	<a href="https://www.cityairnews.com/content/karnal-striking-destination-investment">https://www.cityairnews.com/content/karnal-striking-destination-investment</a>
11	Industry Story	30 <sup>th</sup> October 2018	Karnal: Striking destination for investment	APN News	<a href="https://www.apnnews.com/karnal-striking-destination-for-investment/">https://www.apnnews.com/karnal-striking-destination-for-investment/</a>
12	Industry Story	31 <sup>st</sup> October 2018	Karnal: Striking destination for investment	INVC	<a href="http://www.internationalnewsandviews.com/karnal-striking-destination-for-investment/#sthash.rlHpikZA.dpbs">http://www.internationalnewsandviews.com/karnal-striking-destination-for-investment/#sthash.rlHpikZA.dpbs</a>
13	Industry Story	31 <sup>st</sup> October 2018	Karnal: Striking destination for investment	Realty Myths	<a href="https://www.realtymyths.com/karnal-a-striking-destination-for-investment/">https://www.realtymyths.com/karnal-a-striking-destination-for-investment/</a>

<b>Media</b>	<b>Number of articles</b>
<b>Print</b>	4
<b>Online</b>	13
<b>Total</b>	17

Publication	Mail Today
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# MAIL TODAY

## *An emerging* **REALTY HOTSPOT**

*Karnal has witnessed a rapid growth in the past few years and the city is mounting with utmost development in both residential and commercial sectors*



■ Alpha International City, Karnal



**PROFWRITER**  
Kausar Firdausi

**W**ith Deen Dayal Jan Awas Yojna, Pradhan Mantri Awas Yojna and structural reforms like GST and RERA, not just the realty market of tier-I cities but also of tier-II cities, which include Karnal in NCR, has revived. Last year, Karnal has been selected as a smart city. This has given a major push to the real estate sentiments in the city. Around 1300 crore have been earmarked for the development of the city, which will be spent in the next five years. Investments will be directed towards giving a facelift to the city's social amenities, urban infrastructure, logistic facilities apart from developing new business parks and commercial catchments.

"The multifaceted development plan is also intended to morph Karnal into a prolific business hub with an extensive BPO and warehousing industry," informs Ankit Kansal, founder and MD, 360 Realtors, a real estate consulting company. Hence, an elevated job market will feed into increased demand for real estate in Karnal along with offering a distinguished position for the city on the Indian map.

Located on the six-lane Chandigarh expressway, right in-between the Delhi-Chandigarh route, Karnal stands out as one of the most sought-after residential hubs in NCR as it has an easy transportation to many cross country locations, advanced security measures like CCTV cameras and the most essential greenery and pollution free locality. Situated in the Northern region of the state of Haryana, this city's origin is inlaid with a touch of richness and vibrancy, along with a slew of high-tech city-wide amenities and facilities. Ample green cover, easy acces-



sibility from major cities in the region, planned development and the unique amalgamation of ethnic and modern-day city life have made Karnal favourite with developers and buyers alike.

Over the past few years, Karnal has witnessed a rapid growth, introducing great opportunities to lead a holistic life in a small city. The real estate industry of Karnal is mounting with utmost development in residential and commercial sector. The Haryana government has proposed several new projects for all round development of Karnal out of which 85 per cent work has been successfully completed and rest to be finished soon. The development work includes building of new projects, widening of roads, installation of CCTV cameras, multi-storeyed parking arrangements to name a few.

Karnal is growing as a blend of modernity and heritage. The building of luxury villas and lavish apartments will prop up the realty sector in Karnal. Transforming as an investment hub, Karnal is shaping through more real estate projects with high-end facilities which is expected to augur well. The city is growing by leaps and bounds, commonly said as the rice bowl of India, is home to 16 premium government research institutes where over 2,000 scientists work at a number of central government laboratories. "Karnal's residential real estate market is thus largely driven by the people working in these institutes and the locals," asserts Santhosh Kumar, vice chairman, Anarock Property Consultants. It has the largest wholesale rice market in north India. The state government has also proposed first domestic airport of Haryana and some large-scale infrastructure projects to be built here.

Expressing views on Karnal as a residential hub, Ashish Sarin, director & CEO, AlphaCorp says, "Karnal's proximity to Delhi as well as Chandigarh makes it a highly sought-after residential hub of NCR. The



■ CHD Green Park Residences, Karnal

city is increasingly attracting investment from people because of its modern infrastructure, great amenities, clean air quality and vast options of residential as well as commercial properties."

The prevalent affordable segment is helping the developers to launch more of such projects in the region which in turn are also helping the buyers to fulfill their needs. As per the Anarock Property Consultants data, the city saw the launch of approx. 3,500 units over the last four years including projects by leading developers like Ansal API, Ansal Housing, Parsvnath, CHD Developers, AlphaCorp and Signature Global among others.

Located in the sector in Sector 28 and 29, Alpha International City, Karnal is home to over 100 families. The township is spread over 330 acres of which 226 acres have already been developed and delivered in Phase I & II. With a state-of-the-art entertainment and recreation space - Alpha Center, built over an area of 41,000 sq.ft., Alpha International City has emerged as an ideal residential destination in Karnal.

CHD Developers, one of the oldest builders in the region, delivered a township named CHD City on NH-44 (GT Road Karnal), which now homes more than 900 happy families.

The realty major has recently launched the most affordable project in the city named 'CHD Green Park Residences', a ground+2 independent floors under Deen Dayal Jan Awas Yojna. The project is a part of 200-acre integrated self-sustained township CHD City, Karnal. Spread over a land parcel of 40 acres, Green Park Residences offers an English living experience right in the heart of the city on NH-44. "Benefits of Pradhan Mantri Awas Yojna can also be availed in this project, avers Gaurav Mittal, MD, CHD Developers Ltd. Seeing the current scenario, Ansal Housing has also come up with an affordable plotted project under Deen Dayal Jan Awas Yojna at Ansal Town, Karnal.

Pradeep Aggarwal, co-founder & chairman, Signature Global and chairman, national council on affordable housing, ASSOCHAM, is of the view that Karnal has always been a good ground for the real estate projects to come up and where the buyers have also been benefited with the development. Many real estate developers are aiming on low-rise homes keeping in mind the affordable housing segment. "We launched 348 units of low-rise premium apartments in Karnal last year, which did not take much time to be sold," proclaims Aggarwal.



PRESENTATION

04

SATURDAY,  
OCTOBER 13, 2018

### MID SEGMENT LOCALITIES

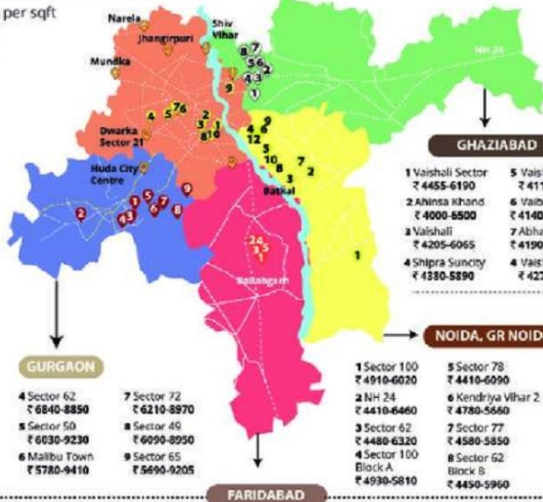
by consumer preference - NCR

Capital values per sqft

#### DELHI

- Lajpat Nagar 2 ₹ 8900-15030
- Moti Nagar ₹ 10270-13470
- Model Town ₹ 8990-14470
- Kaizaji ₹ 8465-14875
- Piampara ₹ 8505-14510
- Vivek Vihar ₹ 9090-13780
- Jhilmil Colony ₹ 8890-13930
- Lajpat Nagar 1 ₹ 8110-13780
- Shalimar Bagh ₹ 7930-13520
- Panpurganj ₹ 8380-13015

- Sector 48 ₹ 6185-9790
- Sector 47 ₹ 6175-9745
- Sector 61 ₹ 7100-8770



#### GHAZIABAD

- Vaishali Sector 5 ₹ 4455-6190
- Aninsa Khand ₹ 4000-5500
- Vaishali ₹ 4205-6065
- Shipra Suncity ₹ 4380-5890
- Vaishali Sector 5 ₹ 4110-6075
- Vaibhav Khand ₹ 4140-5990
- Abhay Khand ₹ 4190-5960
- Vaishali Sector 3 ₹ 4275-5810

#### NOIDA, GR NOIDA

- Sector 100 ₹ 4910-6020
- NH 24 ₹ 4410-6460
- Sector 62 ₹ 4480-6320
- Sector 100 Block A ₹ 4990-5810
- Sector 78 ₹ 4410-6090
- Kendriya Vihar 2 ₹ 4780-5660
- Sector 77 ₹ 4580-5850
- Sector 62 Block B ₹ 4450-5960
- Phi 2 ₹ 3770-5450
- Chi 4 ₹ 3900-4950
- Parl Chowk ₹ 3320-5370
- Alpha 1 ₹ 3890-4710

- Sector 77 ₹ 2539-3753
- Sector 88 ₹ 2869-3970
- Sector 86 ₹ 2732-4297
- Sector 78 ₹ 2803-4069
- Suraj Kund Barkal ₹ 6181-9563

magicbricks

**Buyers investing in sectors along Dwarka Expressway can now feel safe and be assured of a healthy supply of ready properties. With government's efforts and developers focusing on project delivery, infrastructure challenges and delay issues are being ironed out**

# DEVELOPERS FOCUS on completing projects

Thinkstock



This hit the development of projects coming up on this stretch, with sales and absorption taking a big hit. The 29km stretch, of which around 18km is in Haryana, was also affected by legal issues and controversies around land acquisition. The development of the mega road is almost complete, except at two small stretches in Haryana and Delhi.

The road connecting Dwarka and Palam Vihar currently has connectivity hurdles. The region is important as it includes Sectors 99 to 115.

#### THE IMPACT AND A DIVIDED MARKET

New launches in this micromarket have almost dried owing to this protracted work schedule. Buyers who came in at the initial stages are still awaiting delivery of their apartments. This also impacted sales and, subsequently, the capital values of projects under construction here.

The market here is clearly divided into two categories – investors and end users. **While investors may be looking at new properties under construction, and users are looking only at ready-to-move-in properties or those which are nearing completion,** Agarwal of AlphaCorp says. Investors have mostly suffered losses over these years, which has kept prices in check, a consultant in the region said.

#### CAPITAL VALUE TRENDS

	March 2013	March 2014	March 2017	October 2017	Jan 2018	September 2018
<b>Average rates on Dwarka Expressway</b>	Approximately Rs 6,800 per sq ft	Approximately Rs 5,900 per sq ft	Rs 5,633 per sq ft	Rs 4,885 sq ft	Rs 5,439 per sq ft	Rs 5,232 sq ft

Several top firms have projects in the region including Puri Constructions, ATS, Chintels, Sobha, Experion, Mahindra Lifespaces, Godrej, Paras Buildtech, and Emaar. The region had emerged as one of the residential property hotspots and commanded a premium earlier, but connectivity hurdles, impediments around the development of basic infrastructure and amenities, led to a dip in capital values.

The average capital values reported in September 2018 was Rs 5,232 per sq ft, according to the data of Magicbricks.com. Since 2013, values have dipped. In October 2017, the average value recorded was Rs 4,885 per sq ft.

Some prominent areas like Sectors 88A, 99A, 108, 109, 110 etc, in the region command some premium. Price in the resale market is in the range of Rs 4,000-8,000 per sq ft.

Realtors in the region, however, said that values are likely to go up once the expressway is fully functional and developers start delivering projects. **We expect deliveries beginning next year,** Vaibhav Sharma, a real estate consultant in the region, said.

Others say there still is some time before we see deliveries **It will take a year or 18 months to for actual deliveries,** Agarwal says.

On offer are one, two, three, four and five-bedroom flats of 300 sq ft to 7000 sq ft.

#### WHAT SHOULD BUYERS DO?

People looking to invest in the region should not wait for long, as prices are low now. Realtors in the area say that prices are likely to shoot up any time in the next 18 months. — Ankit Sharma



National Highways Authority of India (NHAI), along with construction major L&T, will take up the Haryana section of the Dwarka Expressway this November and complete work within four weeks. Work on the Delhi stretch of the expressway will, however, start later.

This is good news for property buyers. While developers are elated, buyers' expectations in the region are high. This will continue to add to the overall surge in the activity in the region. **This news is going to help developers and the sector and lift the overall sentiment in the region, which is low owing to the current slump,** Santosh Agarwal, chief financial officer of AlphaCorp, said.

**Development firms in the region are focusing on completing projects under construction and repay their loans, if any,** Agarwal said. This, combined with other efforts by the government, will expedite the delivery of the much-delayed expressway. Forthcoming projects and buyers in the region are sure to benefit on this account. **Pankaj Bansal, director of MSM Group, says: We expect the entire stretch to open soon. This is good news for investors who have been waiting for the possession of their apartments.**

**Dwarka Expressway was commissioned in 2007, but work on the expressway and the accompanying physical infrastructure have been delayed by almost a decade.**



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# MAIL TODAY

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MAIL TODAY  
ANNIVERSARY  
SPECIAL INITIATIVE

Mail Today, New Delhi,  
Saturday, October 27, 2018

## MeerutOne

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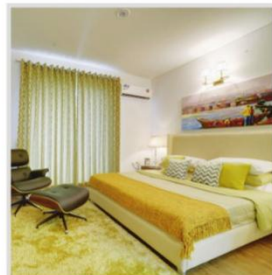
**M**eerutOne is a premium residential development in Modipuram on NH-58 in Meerut, one of the fastest growing cities of northern India. Characterised by Alpha Corp's high standards, MeerutOne is a sought-after premium residential development.

The project is slated to be a superlative landmark, offering the amenities and essentials required for a lifestyle that is at par with the best metropolitan cities in the country. MeerutOne comprises low-rise, 4 storied (G+4) towers which offer a blend of 2 and 3 bedroom apartments and independent villas.

Designed by renowned architects ARCOP, MeerutOne is planned as an oasis of peace, calm and optimism. The residential project is rich with visually pleasing vistas which are designed using both hard and soft landscape elements in every corner.

To ensure ease and tranquility for you and your family, simple and effective measures have been taken. For instance, vehicular circulation will be restricted to the periphery, with adequate parking spaces planned in the stilt, in between the residential buildings and along the boundary of the project.

DESIGNED BY RENOWNED ARCHITECTS ARCOP, MEERUTONE IS PLANNED AS AN OASIS OF PEACE. THE RESIDENTIAL PROJECT IS RICH WITH VISUALLY PLEASING VISTAS WHICH ARE DESIGNED USING BOTH HARD AND SOFT LANDSCAPE ELEMENTS IN EVERY CORNER.



**DEVELOPER**  
Alpha Corp Development  
Pvt. Ltd.

**ADDRESS**  
70-km Milestone, NH-58, Delhi-Roorkee  
Bypass, Modipuram, Ansai City, Meerut

**LOCATION ADVANTAGES**  
0.5 km from Meerut Cantonment, 6 km  
from railway station, 9 km from Defense  
Colony, 11 km from Meerut University.

**CONFIGURATION**  
2 BHK+study & 3 BHK

**AMENITIES**  
A state-of-the-art clubhouse, swimming  
pool, gymnasium (Matrix), wide tree-lined  
roads, jogging tracks, kids play areas,  
lush green parks.

**USPs**  
In low-rise (G+4) towers, options of 2/3  
BHK apartments, facility management by  
Alpha G:Corp Management Services Pri-  
vate Limited, 24x7 power backup.

**PRICE**  
₹13,999 per sq.ft.

**POSSESSION**  
2017

**CURRENT STATUS**  
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# MAIL TODAY



COME HOME TO MEERUTONE

**MEERUTONE**  
PREMIUM HOMES



**MEERUT'S LANDMARK ADDRESS**

Actual image of MeerutOne

MeerutOne is a premium residential development in Modipuram on NH-58 in Meerut, one of the fastest growing cities of northern India. A superlative landmark with all essentials to deliver a lifestyle at par with the best metropolitan city of the country. It comprises of low-rise 4 storied (G+4) towers with an enviable blend of 2, 3 bedroom apartments and independent villas.



Jogging Track



Swimming Pool



Gymnasium



Clubhouse



Kid's Play Area



Pavilions/seating areas



**2 BHK APARTMENTS + STUDY**

\*Apartment Size:  
1448 Sq. Ft. (Saleable Area)  
898 Sq. Ft. (Carpet Area)



**3 BHK APARTMENTS**

\*Apartment Size:  
1734 Sq. Ft. (Saleable Area)  
1057 Sq. Ft. (Carpet Area)



**VILLAS**

\*Villa: Limited option



**RETAIL**

Saleable area: 189 - 1691 Sq. Ft.  
Carpet area: 133 - 1154 Sq. Ft.

Formed in 2003, we started off as an abiding vision of five professionals aspiring to create a professionally and ethically managed real estate development company. In an environment where the sector was viewed with suspicion and flouting of norms was rampant, our steadfastness in sustaining industry best practices have helped us differentiate ourselves in an otherwise increasingly over-crowded market. Over the years, we have succeeded in building an unparalleled reputation that rests firmly on a value-driven, customer-centric approach; transparent systems and processes that ensure accountability of the highest order.

**ALPHACORP**

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**9555 280 280**

**Disclaimer (MeerutOne):** Group Housing project approved by Chief Town Planner, Meerut Development Authority, Meerut (U.P) completion Map No. 619/12 (Revised) vide letter no. 619/12 Manchitra Anubhag/ Zone B dated 13/12/2017 issued in the name of Epitome Real Tech Private Limited, (now amalgamated with Alpha Corp Development Private Limited).

**Disclaimer (M1 Center):** While all reasonable care has been taken in preparing this brochure, Alpha Corp Development Private Limited and associate companies reserve the right to add / delete / modify / amend any specifications, facilities, terms & conditions and to reveal layout plans, designs and elevations as may be required without prior notice/as per applicable law. This project is mortgage with YES bank. Building Plan Sanction vide Application No. MAP20180613135900203 dated 13 June, 2018.

RERA Registration No. (MeerutOne) - UPRERAPR11528

RERA Registration No. (M1 Center) - UPRERAPR17135



# A tranquil society amid the noise

**GURGAONONE** Constructed in 2009, the society is sound-free and home to several green initiatives. Residents have banned single-use plastic, make compost from waste, use LED lights and treat water



Sonal Verma  
 sonal.verma@ht.com

**GURGRAM:** GurgaonOne Apartments on the Old Delhi-Gurgaon Road in Sector 22A appears like a monument from far. Once you step inside, the noise and chaos of the busy road in the industrial area give way to tranquil surroundings, with birds chirping. Residents said that one can even spot peacocks in the park's early morning.

GurgaonOne was constructed in 2009, but the tall stone buildings look as good as new and show no signs of wear and tear. Sunil Mathur, one of the first residents of the condominium, said when the building was constructed, the area wasn't among the better part of the city.

"The roads were bad. The movement of large vehicles was largely unregulated," he said, adding that the area is more habitable now, thanks to the community initiatives such as getting a section of the road closed, that the condominium has undertaken.

The condo has wide internal roads, a designated walking space all around and a huge garden called the Peacock Garden. It also boasts of

**RESIDENTS HAVE A CLUB LOCATED AT THE CENTRE OF THE CONDO. A SWIMMING POOL ON THE CLUB'S TERRACE PROVIDES A GREAT VIEW - OF SURROUNDING TOWERS**

widespread greenery and old neem trees, which have inspired the names of the towers — Garden Pavilion, Garden Terrace, Garden Heights and Garden Greens.

Apart from the green spaces, GurgaonOne is known for its environmental initiatives, for which it received an award from the district

administration on August 15. "We are a zero-waste society," said Mathur, adding that almost all of its residents practice waste segregation at home.

The segregated waste is converted into compost at the condominium's compost plant. The condominium generates 900 kilograms of manure every month, most of which is used for the horticulture inside and the rest taken by residents for their own kitchen or terrace gardens. An e-waste collector makes a trip to the condominium every few months to collect the electronic waste. The condominium has banned single-use plastic. Water from the sewage treatment plant is used for the horticulture. All lights in the condominium's common areas have been switched to LED bulbs.

For entertainment, residents of GurgaonOne have a club located at the centre of the condominium. A swimming pool on the club's terrace provides a great view, of surrounding towers, to the residents.

The condominium has a reading room that houses numerous books on various topics that have been donated by residents. The condominium has a lawn tennis court, a gymnasium, a cricket pitch, a soccer field and a basketball court, and residents don't have to step outside the condominium to get some exercise. A medical room has been set up and a weekly health camp is organised to take care of the residents' and the staff's medical needs.

GurgaonOne is a noise-free society — there are 'no honking' signs installed in every corner and transporting construction or other materials is allowed only between 2 pm and 4 pm. Even the basement, which houses a manned control room, a water treatment plant and fire hydrants, is devoid of any dust and garbage. The condominium is also equipped to handle special needs. Ramps, railings and elevators help people with disabilities and senior citizens navigate the space easily.



## WHAT'S UNIQUE



■ Treated water is used for horticulture.

The condominium has vast expanses of greenery with old neem and banyan trees. Even the light poles have small pots with plants and flowers of different colours.

The resident's welfare association, constituted in 2008, has seven members. SC Vohra is the president.

## ACTIVITIES



**Activity clubs:** Women in GurgaonOne attend yoga and pilates classes in the mornings and evenings. The kids have skating classes. Senior citizens get together in the mornings for walks.



■ The condominium has several sports facilities and a clubhouse to provide exercise and entertainment facilities indoors.

■ Constructed in 2009, the GurgaonOne Apartments houses over a 1,000 residents in villas and penthouse suites.



■ (Above) There is an in-house store for residents to buy their daily necessities from, besides an in-house club. (Right) Residents said that peacocks visit the society early morning, and have named the park after the bird.



## CONDO CARD

**10.125 acres**  
 Area of the condominium

**1,100 residents**

**240 apartments**  
 comprising villas and penthouses of 3 and 4 BHK

**₹9,000 per sqft**  
 Starting cost of a flat

**₹45,000 onwards**  
 Monthly rental for a flat

**₹3.12 per sqft**  
 Maintenance charge

WhatsApp groups:  
 Community, squash

## society superstars

### SANJAY SEHGAL

Sehgal, a disaster management specialist, who has worked with the government of India, led the environment initiatives in the condominium. "The difficult and most important part before introducing such initiatives is the sensitisation," he said, adding that he had spent months talking to residents and informing them about how they can contribute towards saving the environment. He held seminars for kids, the staff and the elders separately. Sehgal represented GurgaonOne when it won an award from the district administration for its environment friendly initiatives on August 15.



### POOJA TAGRA

This Dusshera, the children of the condominium performed the Ramleela, dramatic folk re-enactment of the life of Rama, which was made possible by Tagra's efforts. "We set up the play and rehearsed it only for two days," she said. Kids between the ages of four and 10 years were dressed up as different characters and one of them even hosted the show. Tagra helped arrange the costumes and made the children learn their lines. "None of them tumbled on stage," she said proudly.







## AlphaCorp Introduces customizable homes in Karnal

Editor | October 5, 2018 @ 10:37 AM

AlphaCorp recently announced the launch of customizable independent floors in Alpha International City located in sector 28 and 28, Karnal. The concept gives buyers the advantage of either choose any independent floor of their choice along with an advantage of customizable design options. Buyers will have the luxury to get their homes designed as per their taste and comfort. The developers will also provide tailor-made specifications to opt high-end construction materials. The spatial design is effectively done to separate the public and private areas for privacy. The building complex comprising of a stilt floor for parking along with three floors which are naturally ventilated and lit, having a plot size of 360 sq yards and the floor area of 3262 sq feet. The concept also gives you the freedom to choose either the villa or one floor. The independent floors have lifts and dedicated car parking.



"Everyone wants to live in a home designed around their tastes and values, but the idea of building a dream custom home can be daunting. After many years in the business, we've honed a streamlined process that makes custom home building painless and actually enjoyable for our clients. Customized homes are fast gaining popularity amongst the buyers as they give them the freedom and luxury to design their home according to their taste and comfort. A custom-made home can take care of customized needs such as space optimization, flooring, appliances, home decor, furnishing etc. Along the same lines, we have also introduced customizable independent floors at Alpha International City, Karnal where our buyers will have the luxury to design their home as per their taste and comfort" said Ashish Sarin, Director, and CEO - AlphaCorp.

A visionary development, Alpha International City, Karnal (AICK), epitomizes and provides for holistic living at the scale of a small city. Located in Sectors 28 and 29 in Karnal, midway between Delhi and Chandigarh on NH-1, this 330 acres development promises and delivers an elevated quality of life. The township is designed to cater to the needs of its residents, both basic and aspirational, scaled to a global level.

<https://www.realtymyths.com/alphacorp-introduces-customizable-homes-in-karnal/>

# AlphaCorp Introduces customizable homes in Karnal



By RealtyMyths on October 5, 2018

No Comments / 22 views



**ALPHACORP**

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# AlphaCorp Introduces customizable homes in Karnal

By **The Property Times News Bureau** - October 4, 2018

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<http://tatkalnews.com/news/175926-alphaCorp-introduces-customizable-homes-in-karnal.aspx>

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September 29, 2018 02:13 PM

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<https://www.cityairnews.com/content/alphacorp-introduces-customizable-homes-karnal>

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<https://content.magicbricks.com/property-news/delhi-ncr-real-estate-news/developers-focus-on-completing-projects/102309.html>



## Developers focus on completing projects

Delhi/NCR

Buyers investing in sectors along Dwarka Expressway can now feel safe and be assured of a healthy supply of ready properties. With government's efforts and developers focusing on project delivery, infrastructure challenges and delay issues are being ironed out.

National Highways Authority of India (NHAI), along with construction major L&T, will take up the Haryana section of the Dwarka Expressway this November and complete work within four weeks. Work on the Delhi stretch of the expressway will, however, start later.

This is good news for property buyers. While developers are elated, buyers' expectations in the region are high. This will continue to add to the overall surge in the activity in the region. "This news is going to help developers and the sector and lift the overall sentiment in the region, which is low owing to the current slump," **Santosh Agarwal**, Chief Financial Officer of AlphaCorp, said.

"Development firms in the region are focusing on completing projects under construction and repay their loans, if any," Agarwal said. This, combined with other efforts by the government, will expedite the delivery of the much-delayed expressway. Forthcoming projects and buyers in the region are sure to benefit on this account. **Pankaj Bansal**, Director of M3M Group, says: "We expect the entire stretch to open soon. This is good news for investors who have been waiting for the possession of their apartments."

**Dwarka Expressway was commissioned in 2007, but work on the expressway and the accompanying physical infrastructure have been delayed by almost a decade.**

This hit the development of projects coming up on this stretch, with sales and absorption taking a big hit. The 29km stretch, of which around 18km is in Haryana, was also affected by legal issues and controversies around land acquisition. The development of the mega road is almost complete, except at two small stretches in Haryana and Delhi.

The road connecting Dwarka and Palam Vihar currently has connectivity hurdles. The region is important as it includes Sectors 99 to 115.

### **The impact and a divided market**

New launches in this micromarket have almost dried owing to this protracted work schedule. Buyers who came in at the initial stages are still awaiting delivery of their apartments. This also impacted sales and, subsequently, the capital values of projects under construction here.

The market here is clearly divided into two categories – investors and end users. "While investors may be looking at new properties under construction, end users are looking only at ready-to-move-in properties or those which are nearing completion," Agarwal of AlphaCorp says. "Investors have mostly suffered losses over these years, which has kept prices in check," a consultant in the region said.

### **Capital value trends**

Several top firms have projects in the region including Puri Constructions, ATS, Chintels, Sobha, Experion, Mahindra Lifespaces, Godrej, Paras Buildtech, and Emaar. The region had emerged as one of the residential property hotspots and commanded a premium earlier, but connectivity hurdles, impediments around the development of basic infrastructure and amenities, led to a dip in capital values.

The average capital values reported in September 2018 was Rs 5,232 per sqft, according to the data of **Magicbricks.com**. Since 2013, values have dipped. In October 2017, the average value recorded was Rs 4,885 per sqft. Some prominent areas like Sectors 88A, 99A, 108, 109, 110, etc, in the region command some premium. Price in the resale market is in the range of Rs 4,000-8,000 per sqft.

Realtors in the region, however, said that values are likely to go up once the expressway is fully functional and developers start delivering projects. "We expect deliveries beginning next year," Vaibhav Sharma, a real estate consultant in the region, said.

Others say there still is some time before we see deliveries. "It will take a year or 18 months to for actual deliveries," Agarwal says.

On offer are one, two, three, four and five-bedroom flats of 300 sqft to 7,000 sqft.

### **What should buyers do?**

People looking to invest in the region should not wait for long, as prices are low now. Realtors in the area say that prices are likely to shoot up any time in the next 18 months.

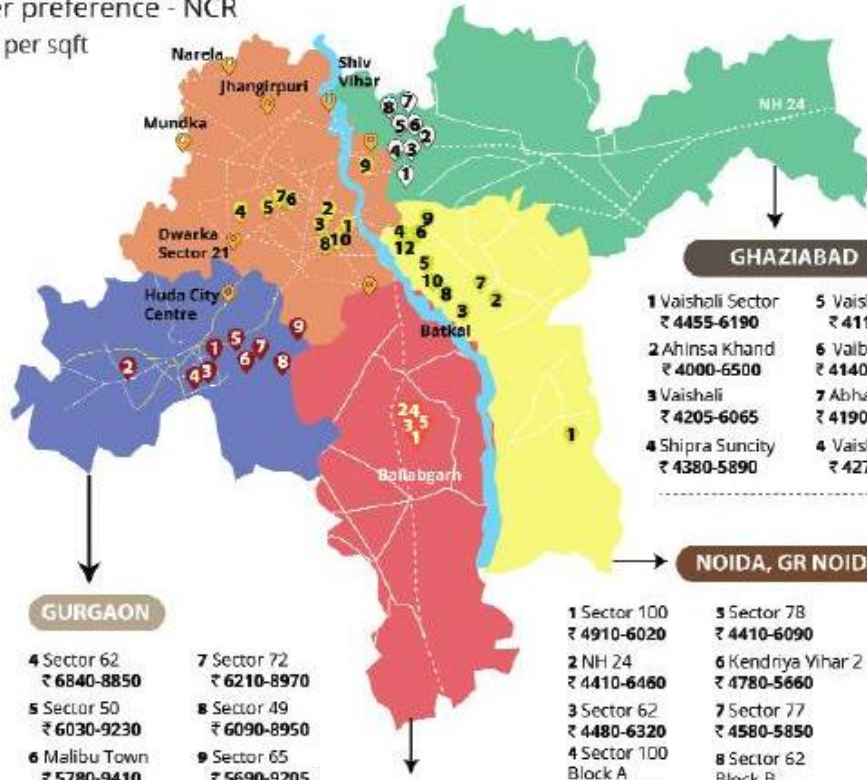


# MID SEGMENT LOCALITIES

by consumer preference - NCR

Capital values per sqft

- DELHI**
- 1 Lajpat Nagar 2 ₹ 8900-15030
  - 2 Moti Nagar ₹ 10270-13470
  - 3 Model Town ₹ 8990-14470
  - 4 Kalkaji ₹ 8465-14875
  - 5 Pitampura ₹ 8565-14510
  - 6 VVek Vihar ₹ 9090-13780
  - 7 Jhilmil Colony ₹ 8890-13930
  - 8 Lajpat Nagar 1 ₹ 8110-13780
  - 9 Shalimar bagh ₹ 7930-13520
  - 10 Patparganj ₹ 8380-13015



**GURGAON**

- |                         |                           |                         |
|-------------------------|---------------------------|-------------------------|
| 1 Sector 48 ₹ 6185-9750 | 4 Sector 62 ₹ 6840-8850   | 7 Sector 72 ₹ 6210-8970 |
| 2 Sector 47 ₹ 6175-9745 | 5 Sector 50 ₹ 6030-9230   | 8 Sector 49 ₹ 6090-8950 |
| 3 Sector 61 ₹ 7100-8770 | 6 Malibu Town ₹ 5780-9410 | 9 Sector 65 ₹ 5690-9205 |

**GHAZIABAD**

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1 Vaishali Sector ₹ 4455-6190 | 5 Vaishali Sector 5 ₹ 4110-6075 |
| 2 Ahinsa Khand ₹ 4000-6500    | 6 Vaibhav Khand ₹ 4140-5990     |
| 3 Vaishali ₹ 4205-6065        | 7 Abhay Khand ₹ 4190-5960       |
| 4 Shipra Suncity ₹ 4380-5890  | 4 Vaishali Sector 3 ₹ 4275-5810 |

**NOIDA, GR NOIDA**

- |                                  |                                 |                           |
|----------------------------------|---------------------------------|---------------------------|
| 1 Sector 100 ₹ 4910-6020         | 3 Sector 78 ₹ 4410-6090         | 9 Phi 2 ₹ 3770-5450       |
| 2 NH 24 ₹ 4410-6460              | 6 Kendriya Vihar 2 ₹ 4780-5660  | 10 Chi 4 ₹ 3900-4950      |
| 3 Sector 62 ₹ 4480-6320          | 7 Sector 77 ₹ 4580-5850         | 11 Pari Chowk ₹ 3320-5370 |
| 4 Sector 100 Block A ₹ 4930-5810 | 8 Sector 62 Block B ₹ 4450-5960 | 12 Alpha 1 ₹ 3890-4710    |

**FARIDABAD**

- |                      |                      |                        |                      |                                 |
|----------------------|----------------------|------------------------|----------------------|---------------------------------|
| 1 Sec 77 ₹ 2539-3753 | 2 Sec 88 ₹ 2869-3970 | 3 Sec 86 ₹ 2732 - 4297 | 4 Sec 78 ₹ 2803 4069 | 5 Suraj Kund Batkal ₹ 6181-9563 |
|----------------------|----------------------|------------------------|----------------------|---------------------------------|

**magicbricks**  
India's No.1 Property Site



	March 2013	March 2014	March 2017	October 2017	Jan 2018	September 2018
<b>Average rates on Dwarka Expressway</b>	Approximately Rs 6,800 per sq ft	Approximately Rs 5,900 per sq ft	Rs 5,633 per sq ft	Rs 4,885 sq ft	Rs 5,439 per sq ft	Rs 5,232 sq ft

## Karnal: A Striking Destination for Investment



By RealtyMyths on October 30, 2018

No Comments / 71 views



Karnal is considered to be one of the most ideal real estate hotspots in the NCR. The city has everything to attract the ultimate end-users towards it. Situated in the Northern region of Haryana state, this city's origin is inlaid with a touch of richness and vibrancy, along with a slew of high tech citywide amenities and facilities. The town, also known as the rice bowl of India is a convenient gateway to Delhi, Punjab, Uttar Pradesh, and Himachal Pradesh as it is just 123 Kilometer from Delhi & 130 Kilometer from Chandigarh, the six-lane Chandigarh Expressway connects Karnal very well such that it is a real estate destination with high potential.

As per the Anarock Property Consultants data, Karnal saw the launch of approx 3,500 units over the last four years. Projects by leading developers like CHD, AlphaCorp, Ansal Housing, Signature Global etc have been well received or by buyers.

Located in sector 28 and 29 of Karnal, Alpha International City is home to over 100 families. The township is spread over 330 acres of which 226 acres have already been developed and delivered in Phase I & II. With a state of the art entertainment and recreation centre – Alpha Center, built over an area of 41,000 sq ft, Alpha International city has emerged as an ideal residential destination in Karnal. phrase it better. Expressing views on Karnal as a residential hub, Ashish Sarin, Director and CEO, AlphaCorp said, "Karnal's proximity to Delhi as well as Chandigarh makes it a highly sought after residential hub of NCR. The city is increasingly attracting investment from people because of its modern infrastructure, great amenities, clean air quality and vast options of residential as well as commercial properties".

CHD Developers, one of the oldest developers in Karnal, has delivered one of the most popular projects- CHD City. It has recently also launched the most affordable project in the city named "CHD Green Park Residences", a Ground+2 independent floor concept under Deen Dayal Jan Awas Yojna. Explaining about the Project, Gaurav Mittal, MD, CHD Developers Ltd. said, "The project is a part of 200 acres integrated self-sustained township – CHD City, Karnal. Spread over a land parcel of 40 Acres, Green Park Residences offers 2 BHK independent floors at an affordable price starting from 14.99 Lacs. Benefits of Pradhan Mantri Awas Yojna can also be availed in this project."

Ample green cover, easy accessibility from major cities in the region, planned development and the unique amalgamation of ethnic and modern-day city life have made Karnal a favourite with developers and buyers alike. The city also has 16 government research institutes and is also home to many educational and health centres.

Realty experts are positive about the growing interest from investors in Karnal, which has not only augmented its economic growth but also positioned it prominently among the fastest-growing cities of NCR making it the next realty destination.



## Karnal Striking destination for investment



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<http://www.internationalnewsandviews.com/karnal-striking-destination-for-investment/#sthash.Kpmyhfjr.fpEHswat.dpbs>

## **Karnal : Striking destination for investment**

Published on October 31, 2018 by INVC NEWS · No Comments

INVC NEWS

New Delhi ,

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## Karnal: Striking destination for investment

October 30, 2018 12:26 PM

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# Karnal: Striking destination for investment



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Located in sector 28 and 29 of Karnal, Alpha International City is home to over 100 families. The township is spread over 330 acres of which 226 acres have already been developed and delivered in Phase I & II. With a state of the art entertainment and recreation center – Alpha Center, built over an area of 41,000 sq ft, Alpha International city has emerged as an ideal residential destination in Karnal. Expressing views on Karnal as a residential hub, Ashish Sarin, Director and CEO, AlphaCorp said, “Karnal’s proximity to Delhi as well as Chandigarh makes it a highly sought after residential hub of NCR. The city is increasingly attracting investment from people because of its modern infrastructure, great amenities, clean air quality and vast options of residential as well as commercial properties”.

CHD Developers, one of the oldest developers in Karnal, has delivered one of the most popular projects- CHD City. It has recently also launched the most affordable project in the city named “CHD Green Park Residences”, a Ground+2 independent floor concept under Deen Dayal Jan Awas Yojna. Explaining about the Project, Gaurav Mittal, MD, CHD Developers Ltd. said, “The project is a part of 200 acre integrated self-sustained township – CHD City, Karnal. Spread over a land parcel of 40 Acres, Green Park Residences offers 2 BHK independent floors at an affordable price starting from 14.99 Lacs. Benefits of Pradhan mantri Awas Yojna can also be availed in this project.”

Ample green cover, easy accessibility from major cities in the region, planned development and the unique amalgamation of ethnic and modern-day city life have made Karnal a favourite with developers and buyers alike. The city also has 16 government research institutes and is also home to many educational and health centers.

Realty experts are positive about the growing interest from investors in Karnal, which has not only augmented its economic growth but also positioned it prominently among the fastest-growing cities of NCR making it the next realty destination.

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As per the Anarock Property Consultants data, Karnal saw the launch of approx 3,500 units over the last four years. Projects by leading developers like CHD, AlphaCorp, Ansal Housing, Signature Global etc have been well received or by buyers.

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